

STEPS TO RADIANT HEALTH



The

Magnet

ELECTRIC **STIMULATOR**

MADE IN ENGLAND

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PHYSICAL FITNESS

ARE you physically fit. . . ?
Can you meet life's
daily worries with a
smile . . . ? Physical fitness is
a vital necessity in these days
of strenuous living ; the weak-
ling has neither the will nor
the inclination to make life a
success.

To the man and the woman
who wants to succeed both
socially and in business, this
booklet brings a welcome
message and throws new light
on an old subject.

Many an illness may be kept
at bay by exercise, properly
conducted, but the time ex-
pended in so doing is frequently
long, whilst the exercises
tend to become tedious. The
MAGNET Electric Stimulator,
however, brings to everybody
the ideal means whereby exer-
cises may be enjoyed every
day. These *correct* exercises,
carried out systematically,
enable you to derive the bene-
fits that outdoor exercise will
bring.



THREE THOUSAND YEARS AGO—

MASSAGE is one of the oldest secrets of healthy living, and was practised by the Chinese three thousand years ago. It was employed also by the ancient Greeks and Romans, not only as a means of increasing the agility of their athletes, but as a remedy for many bodily ailments.

In those days, massage was an Art, carried out mostly by Priests and slaves. Times have progressed, and methods have so improved, that to-day vibratory manipulative massage undoubtedly is one of the greatest aids to bodily and mental health known to Medical Science.

It is by means of the MAGNET Stimulator, an ingenious massage device constructed on scientific principles, that men, women and children of to-day are able to enjoy and maintain perfect physical fitness and so ward off many ailments which might otherwise occur.



The same applies to-day!

MASSAGE— *the MAGNET way*

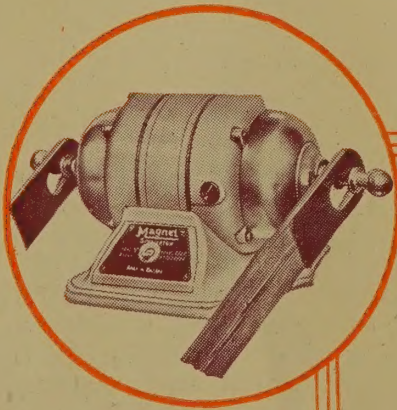


MAGNET exercises night and morning keep the muscles taut and the body supple. Simple exercises with photographs are given later in this book.

THE MAGNET Electric Stimulator affords pleasant exercises to the muscles, tissues and vital organs. It administers massage by gentle passive manipulation and one very soon appreciates the benefits which accrue.

Consistent use shows a wonderful development in physique; the mind becomes more alert and general health is greatly improved.

In winter and summer alike, the MAGNET Stimulator affords pleasant and vitality-building exercise, *in the home*. There is no need to spend a morning or afternoon in the icy cold or sweltering heat to maintain fitness of body and mentality—the MAGNET Stimulator gives you all the amenities of sport in the comfort of your home.



The MAGNET ready for use. Note its neat, compact design and freedom from exposed parts. Can be used on table, chair, window-sill, etc., or on the special MAGNET pedestal.



MAGNET exercises enable women to maintain the slim outline which fashion nowadays demands. For reducing superfluous flesh the MAGNET method is unexcelled.

PHYSICAL EXERCISE *AT HOME—*

The **MAGNET STIMULATOR**
brings benefits of outdoor life to
the privacy of your own home.

MANY people who are unable to devote much time to golf, tennis, swimming, walking and other outdoor sports, will find that the **MAGNET Electric Stimulator** enables them to derive the same invigoration in a much simpler way and in much less time.

Just as strenuous sport strengthens or loosens the muscles, so **MAGNET** exercises tone up the entire human system, strengthening the frame, the muscles, and the tissues, and stimulating the circulation.

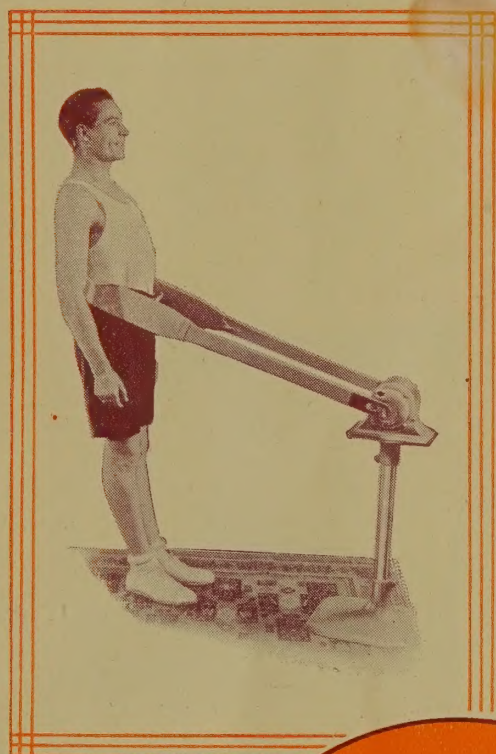


A few minutes with your **MAGNET** every day works wonders, and certainly tends to ward off many bodily ailments. In cases of rheumatism, **MAGNET** exercises have a marked soothing effect, and for stiffness of joints caused by excessive recreation, the **MAGNET** is unsurpassed in its beneficial action.

THE ACTIVE MIND

IN BUSINESS—

Avoid sluggishness by
systematic use of MAGNET



BUSINESS men know the vital necessity of an active mind! When quick decisions are imperative, when opportunities or emergencies arise, the alert mind takes the right course. Yet nothing undermines the health so much as a sedentary occupation.

At one time, the business man working often half-way round the clock, had to depend upon all-too-short week-ends for refreshment of body and mind. Now, MAGNET exercises bring regular and systematic body-building within his grasp.

The MAGNET Stimulator, by gently stimulating the nerves, banishes sluggishness and fatigue and supplies that reserve of stamina which is all-important to present-day business life.



Acquire the habit of "Before Breakfast" exercises and note the difference in health and agility. A few minutes MAGNET exercise before retiring gets you up next morning as fresh as the proverbial daisy.



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WOMAN'S WAY TO BEAUTY—

Pleasant, passive massage
bringing health and beauty.

HOUSEWIVES, society leaders, business women and sports girls find in MAGNET exercises the ideal way of retaining youth and beauty under the most trying conditions. One finds a new pleasure in dancing, shopping and household duties, because weary headaches, fatigue and listlessness vanish under the influence of MAGNET exercises. The slim lines of girlhood re-appear, the tell-tale signs of approaching age are gradually eliminated, and youthful charm is renewed.

MAGNET exercises build up sagging flesh and, by stimulating the circulation, restore the complexion. You find new pleasures in life . . . you find personal charm and that sylph-like figure and grace which is so admired.



Do headaches take their toll ?
Are your nerves jangled ? Do
you become "fagged out" after
a household task, a game of tennis
or a round of golf ? If so, the
MAGNET Stimulator is for you.

Enlist its aid now . . . use it
regularly and you will realise its
importance in every-day life.

YOUTH RETAINED

by cultivating normal
and regular bodily habits

PERFECT elimination is essential to good health; a great proportion of bodily ills are traceable to irregularity.

The passage of waste products through the intestines, which takes several hours, depends upon the contraction and activity of many little muscles lining the wall of the intestines. Unless these muscles are exercised and kept in perfect working order, they become sluggish, eventually cease to function, and constipation follows.

The MAGNET Electric Stimulator is most helpful for the relief of this distressing malady, since it strengthens the muscles and stimulates them into activity. Use the MAGNET Stimulator night and morning and you will soon find an improvement in bodily health. Food is relished, and headaches and kindred ailments due to constipation disappear once and for all.

MAGNET exercises are the sure way to recover "staying power"—they infuse you with the will to win through, whatever the odds.

Men and women find MAGNET exercises help the digestive organs to function naturally and regularly. Helping, as they do, to cast aside ill-health and worry, they spur one on to greater effort!



BRITAIN TRIUMPHS in

BRITAIN leads again—The MAGNET Electric Stimulator has successfully superseded all previous attempts at a really efficient and fool-proof exerciser. It is vastly superior to those of foreign manufacture, being perfectly safe to use *even by a child*.

The MAGNET Stimulator is sturdily built of long wearing materials. With ordinary care the first cost is the last.

The MAGNET Stimulator can be used on any convenient table, chair or window sill. It can be connected to any electric light socket or wall power plug. The unique method of anchoring through a door or window eliminates the necessity for any special fitting. For permanent installation a handsome pedestal of compact design can be obtained at slight additional cost.

for
LACK of STRENGTH
DIGESTIVE
DISORDERS
CONSTIPATION
“TIRED” NERVES
INSOMNIA
GENERAL FATIGUE
OBESITY, SCALP
TREATMENT &
STIMULATION
of the
ENTIRE SYSTEM



PERFORMANCE *and* PRICE

Specification

"WITTON" MOTOR. Made in England by The General Electric Co., Ltd. fitted with double-service ball-bearings taking both radial load and end thrust. No other motor incorporates this feature. Years of trouble-free service are thus assured.

ONE MOVING PART ONLY—the motor. THREE ADJUSTMENTS OF STROKE—gentle vibration for scalp and facial massage, to deep intensive massage for removing surplus tissue.

SAFETY SWITCH making it absolutely impossible to receive shock.

SHORT ARMATURE MOTOR SHAFT, thus making the Motor SMALLER and MORE COMPACT than any of same power in the world.

Friction eliminated by BALL BEARINGS, thus minimising consumption of current and wear.

Special design of the aluminium bell housings over cranks ensures ADEQUATE VENTILATION; motor can be used almost continuously without over-heating.

WHEN ORDERING, please state voltage required, and whether Direct or Alternating Current is used.

The *All-British* **Magnet**

Electric
Stimulator.

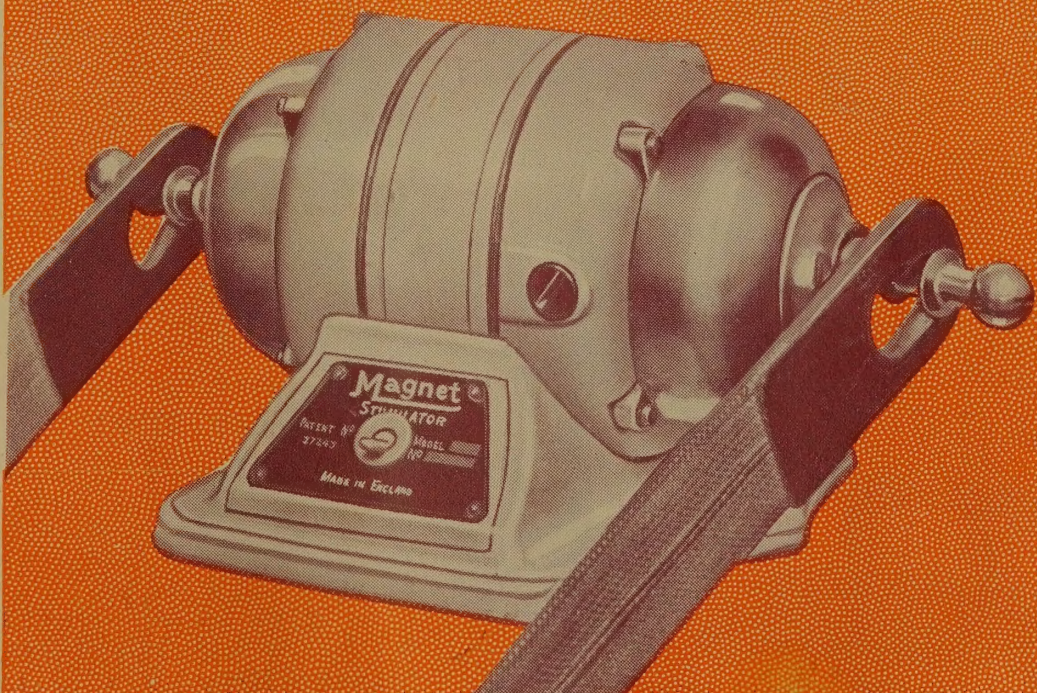
£15 15 0

PEDESTAL EXTRA

£3 3 0

Fully Guaranteed
for One Year.

Prices quoted apply only in Great Britain and Northern Ireland



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EXERCISES for WOMEN

BY following the simple rules set out in these exercises, women will find a great improvement in health and beauty. Unless time permits, it is not absolutely necessary to go through all exercises at one time ; they can be varied day by day.



EXERCISE 1.

THE MUSCLE STIMULATOR.

For relief of tender or strained muscles. Strengthens the muscles of the sides and back, and improves the poise of the body. Belt should be applied to the small of the back, slowly turning the body so that sides are treated separately. One minute will suffice.

EXERCISE 2.

AID TO DIGESTION.

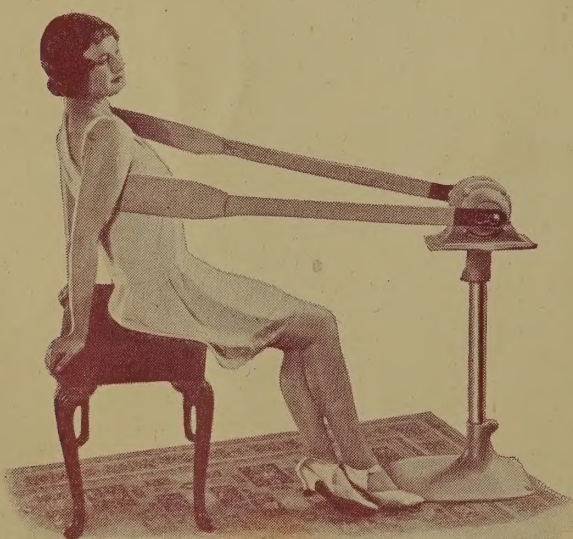
This exercise, which takes 2 minutes, aids the digestive organs, and stimulates the respiratory system. Also, it is beneficial for removing any excess of fat, and by strengthening the abdominal muscles, gives perfect poise to the figure. Belt should be used from below the breast, to the pelvis. Deep breathing is advocated during the exercise.



EXERCISE 3.

THE SLEEP TONIC.

3 minutes should be allotted to this exercise, and it is only necessary just before retiring. Belt should be run down the spine, when a feeling of restfulness will pervade the body, giving perfect relaxation and inducing sleep.



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EXERCISE 4.

THE HIP REDUCER.

Allow belt to move up and down the hips for a minute or two. This exercise also is beneficial for relieving nervous complaints, in which case belt should be applied to small of back. If your lower back muscles are sore, stiff or tired, great relief will result.

EXERCISE 5.

ARM TREATMENT.

Many ladies find that after a strenuous hour on the tennis court, the arms become tired, especially near the elbow. One minute's application of the narrow belt, connected as for exercise 6, and applied over the length of the arms, affords delightful relief.



EXERCISE 6.

WELL-SHAPED LEGS.

Connect one end of narrow belt to the motor and apply belt to calf of the leg for one minute, holding loose end as illustrated. A considerable improvement in the shape of your legs will result. This exercise also tends to relieve stiff knees, sore and strained muscles and aching calves.

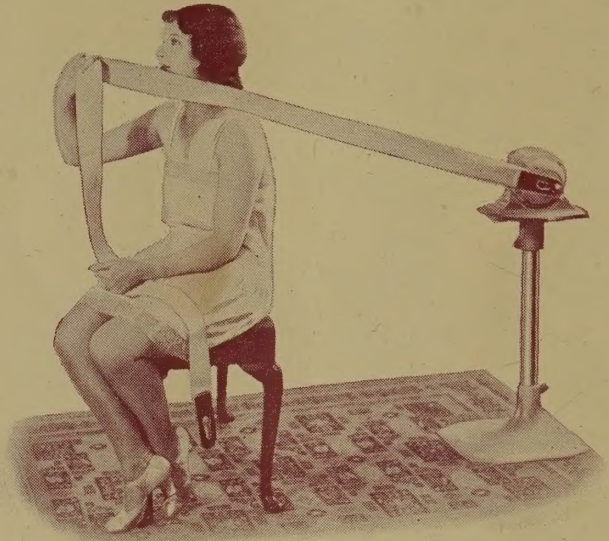
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EXERCISE 7.

HEAD POISE.

Apply narrow belt of your MAGNET Stimulator to the neck, gently turning your head so as to afford massage at every point. If you bend your head at work, such as when plying a needle or writing, you will find this exercise specially welcome. One minute only is required.



EXERCISE 8.

FACIAL AND CHIN MASSAGE

Gentle application of one minute's duration. Take loose end of narrow belt in your hand and allow it just to touch the sides of the face. By strengthening and toning the delicate facial muscles, it prevents flabbiness, and aids the complexion. To counteract DOUBLE CHIN, the head should be slightly thrown back, and belt worked from point of chin to throat.

EXERCISE 9.

DAINTY ANKLES.

Connect one end only of narrow belt to motor and apply to the ankle and bottom of foot for one minute each foot, holding loose end as illustrated. This exercise stimulates the circulation, helps to strengthen foot muscles and greatly soothes aching feet. Also indicated when feet become easily cold. A course of exercises of this description will develop the ankle to that beautiful shape so necessary in these days of gossamer stockings.



EXERCISE 10.

INVIGORATING THE SCALP.

Apply narrow belt as shewn, to top of the head, moving head frequently in order to massage the scalp completely. By stimulating scalp circulation, this exercise keeps the hair young and beautiful. One minute night and morning is all that is required.



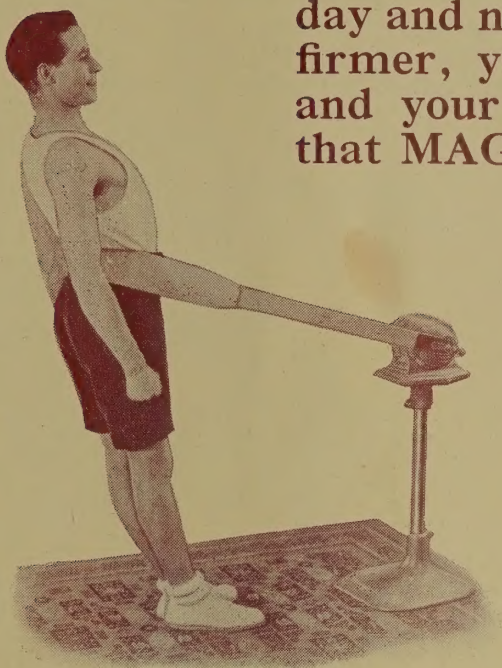
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EXERCISES for MEN

HERE are eleven steps to a new joy in life. Carry out a few of them every day and notice how your muscles become firmer, your physique better developed and your mind more alert—sure proof that MAGNET builds health.



EXERCISE 1.

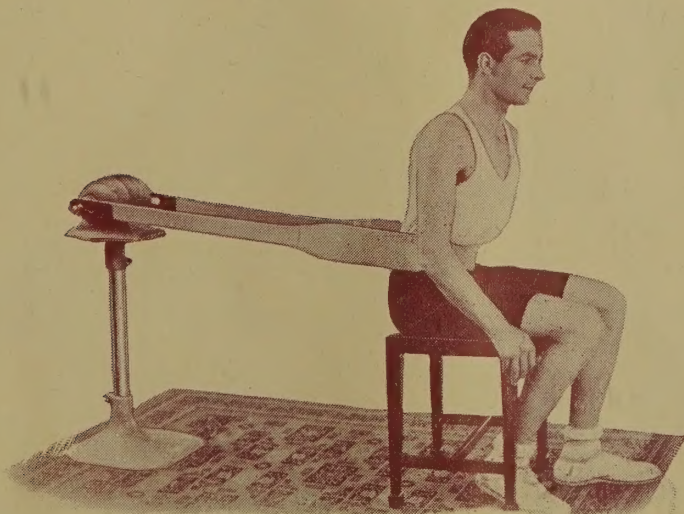
LIVER STOMACH AND KIDNEYS.

When these three organs cease to function perfectly, serious complications may follow. This exercise, which takes three minutes, effectually stimulates the organs and intestines. Belt should be applied to the small of the back, turning the body first right and then left to obtain side massage.

EXERCISE 2.

CHEST DEVELOPMENT.

This three-minute exercise not only expands the chest but also stimulates the functions of the under-arm lymph glands. To produce the maximum benefit, deep breathing should be observed. Apply belt from top of chest to waist.



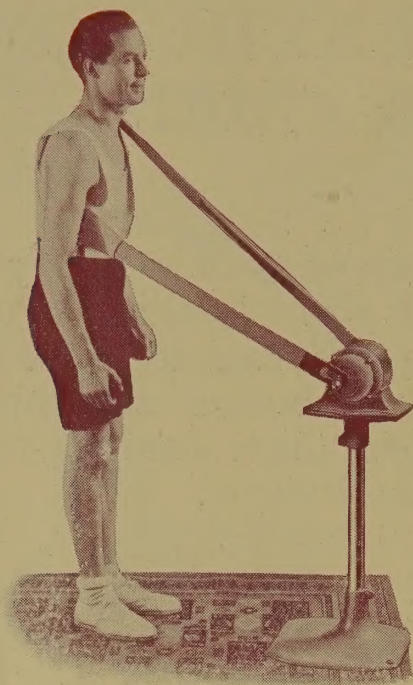
EXERCISE 3.

THE STIMULATOR.

There are two movements to this exercise, each of three minutes duration. Apply belt to abdomen, bending forward the while. Massage first the left side, then the right. Complete the exercise standing looking away from the MAGNET.

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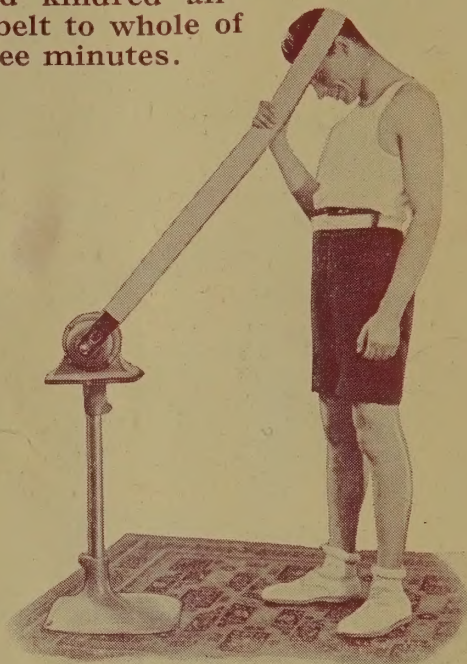
STIMULATOR



EXERCISE 4.

ROUND SHOULDERS.

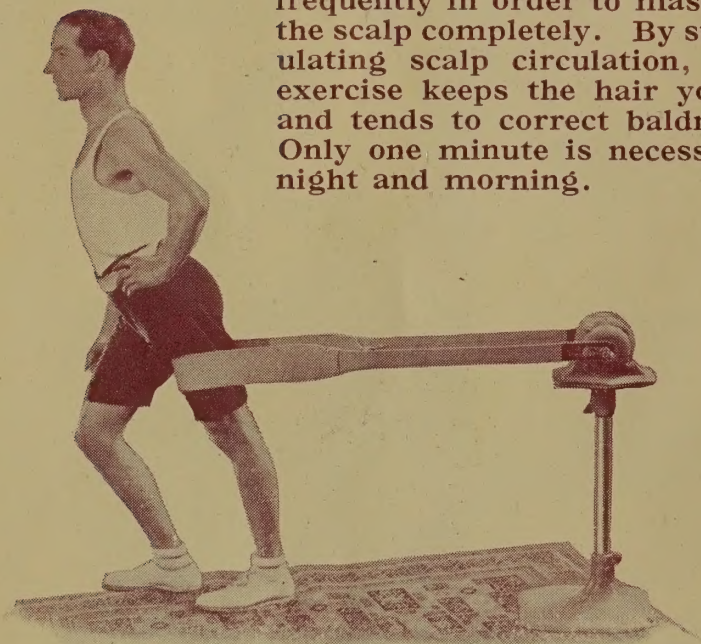
An exercise that develops the carriage, helps to banish round shoulders assuages the pain of rheumatism and kindred ailments. Apply belt to whole of the back for three minutes.



EXERCISE 5.

SCALP STIMULATION.

Apply narrow belt, as shewn, to the top of the head, moving head frequently in order to massage the scalp completely. By stimulating scalp circulation, this exercise keeps the hair young and tends to correct baldness. Only one minute is necessary, night and morning.



EXERCISE 6.

PERFECT POISE.

Exercise of one minute's duration. Has a marked beneficial action, and by strengthening the thighs, helps the muscles which control the stride. Apply belt to one leg at a time. Where superfluous fat occurs, treat that area first.



EXERCISE 7.

STIFF NECK.

Connect one end of narrow belt to the motor, holding loose end as illustrated. Apply belt to neck, turning and inclining head every few seconds to obtain complete massage at every point. A one minute exercise unexcelled for relief of neck stiffness.

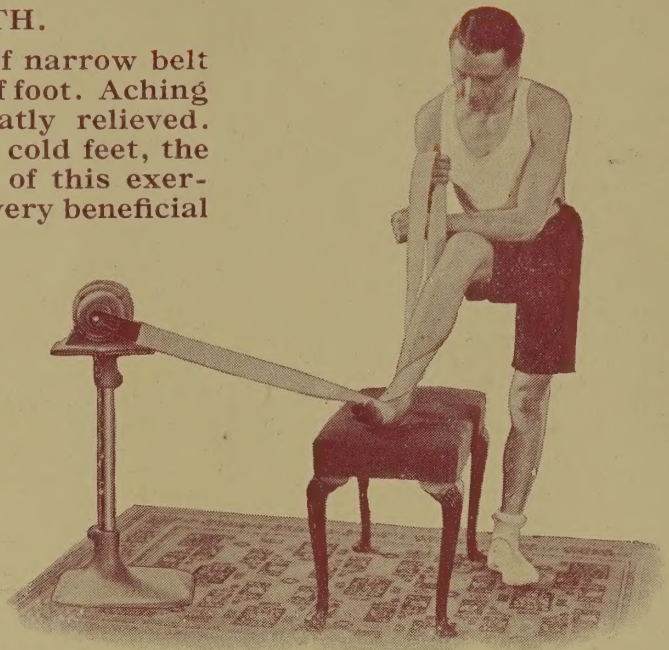
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EXERCISE 8.

FOOT STRENGTH.

Connect one end of narrow belt and apply to sole of foot. Aching feet are thus greatly relieved. If you suffer from cold feet, the stimulating effect of this exercise will be found very beneficial at night time.



EXERCISE 9.

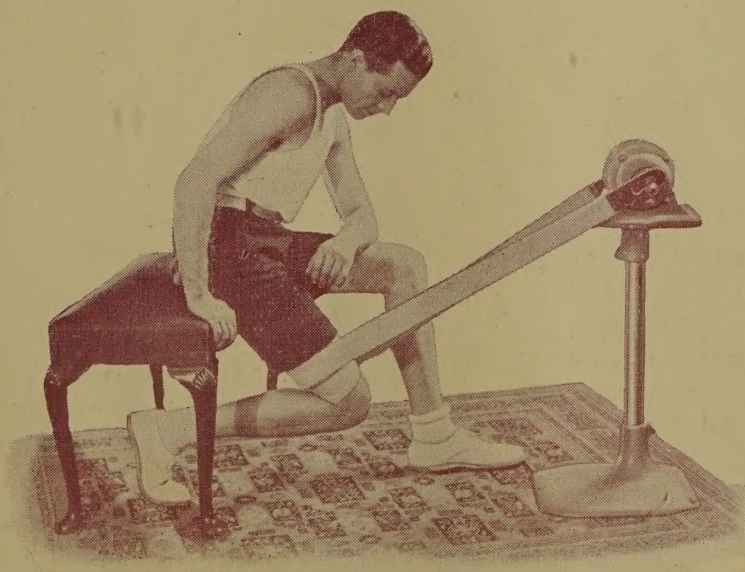
CALF DEVELOPER.

Men who play golf or who are on their feet all day, find a minute's exercise, night and morning, using the narrow belt on the leg from ankle to knee joint, brings soothing relief from stiffness and aching calves. Aids circulation and gives a general feeling of fitness to the lower limbs.

EXERCISE 10.

STRONG ARMS.

For men who use their arms, strenuously, as when playing tennis, golf, etc., this exercise is unexcelled, as it builds up the muscles, relieves fatigue and stimulates circulation. Apply belt from wrist to shoulder for one minute each arm.



EXERCISE 11.

KNEE AND THIGH.

Sportsmen and others who lead active lives will appreciate the strengthening effect of this application. Allays aches and pains and eases the joints. Particularly welcome after a strenuous day. Apply belt as shewn, from knee upwards.

A FINAL WORD—

NO greater proof of the benefits derived from the MAGNET Electric Stimulator can be obtained than by actual test. In this booklet, we endeavour to emphasise the all-importance of keeping physically fit. In these days of keen competition, when men or women can hope to succeed only on their merits, physical and mental fitness are absolutely essential.

The MAGNET enables you to keep agile and healthy with a minimum outlay of time and expense !

The **Magnet** ELECTRIC
STIMULATOR
MADE IN ENGLAND



MAGNET—STRENGTH

Manufacturers, Wholesale only

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LONDON, W.C.2.

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Telegrams : ELECTRICITY, WESTCENT, LONDON.

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